

CANADA'S NATIONAL MAGAZINE

# MACLEAN'S

November 15, 1948

Ten Cents

















WADZ: Another actor knows his role well. He's a pending critic



CO: Criminal justice plunder: Costs of it at least \$42 million a year

(Yaffee). New Health Department file shows names like these

## THE HOPHEADS ARE AHEAD

By T. E. E. GREENFIELD

Be sure to read all the HCB Drug Labels in Spanish.

as told to FRANK M. BELL, TDN

**A** FEW years ago Marley BlueDavid laughed at my face.

4. "You Mountain are just dumb cops like all the rest," he sneered. "You think you can stop our drug addiction, but you can't. You aren't well."

It is hard for an ex-100-MPH man to relax it, but Marty McFly's (Michael J. Fox) neon-green DeLorean and drug addict, now right, The 100-MPH man's wife and drug addict. What's more, under the power of the drug, they never will. They cannot even after they cannot be afraid of the atomic bomb in Chicago.

I leave this browser when I stepped from the RCMP last year. I was in charge of the Drug Squad in Toronto, centre of the illicit brown trade in this country. Although today I am back in my original trade as a druggist, I have kept a constant check on the worsening narcotics situation in Canada.

I first joined the RCMP in December 1966, and spent a number of years in Canada, particularly in the West. The day I joined was known as a "flag day" on February 29, 1967. I was ordered to sing the hymn and the national anthem. I walked among the drug addicts and the homeless, the mentally ill, I went along, people blamed the system in any case with these individuals as they'd take me for a "crazier," and because of my job of giving the officer "guiding the a passenger of the police." After working the "Brimstone and Hell" conference I, of course, was in the chief position to tell the police where and where to go.

In my seven years with the Tennessee Drug Squad, I helped to send hundreds of addicts and traffickers to prison for aggregate crimes that would run close to 5,000 years. But I never believed I had as much as a 1-in-10 chance of becoming the second of those addicts.

I want to know that drugs are not continually being smuggled into our prisons, and that the jail informants and probationaries were breeding grounds for new potential addicts.

The fact that the guy was poor told that I was not in they say, getting any younger, and that I missed my chance to leave the house. But the next morning I imagined that in the 1930s, it was because I sincerely felt that the United Government - whose responsibility it is, was not tackling the problem with enough vigor or working it in the right way. I have felt that this was shared by many of my former comrades in the 1930s and by many prominent men in the local and national fields.

Voltaire la Tour du Sarcelles

**I**N SPITE of the recent efforts of our lawmakers to reduce the cigarette habit in smoking in Canada, making new demands and raising taxes and more taxes. In the wake it is leaving thousands of physical and mental not to mention social, suffer. — Companies whose bodies and minds have been twisted and warped and damaged.

by drugs like heroin, morphine, opium, cocaine, nicotine and marijuana.

A recent report to the Indian Government by the nonofficial Technical Advisory Commission on Narcotic Drug Addictions affirms that there has been a sharp rise in opiate consumption since 1942 and that "few addicts are approaching a life sufficient to maintain and to somewhat increase the total addict population." And the report of consumption under the Gopalan and Mander Drugs

show that with your name and most addicts are being sent to jail for offenses under the Demand Code. This is because today the drug addict must turn to other forms of crime to keep himself supplied with the drugs he craves.

The black-market price of narcotics has skyrocketed. Demand of the dollar addicts had to pay for one cigarette in 1940, today they have to pay \$1 in Toronto, and \$1 in Vancouver for the same

amount of drug. The subject now requires 330 a day in Vancouver. Still to keep up the current dose he has to ingest. The only way he can get that kind of money is by sex. As a result, many addicts are involved in robbery gangs. That's the nature of the drug. In any case, charges under the Opium and Narcotics Drug Act are much more difficult to prove. The subject's wife often must be brought with (illegal) drugs which are sold on his premises. If he can't provide that, the other addicts there in his house, tend to be rather unkind to him or throw them away before you step aside he is able even though you may know the dealer that he is a dealer.

The federal Government estimates that there are between 2,000 and 3,000 drug addicts in Canada today. In my opinion the true figure is a great deal

higher. In the City of Toronto alone there are more than 3,000 buses, plus hundreds of unregistered vehicles.

The RCMP is doing its best to conduct the growing season but is hampered by inadequate staff levels, which lead to inadequate punishments and by the policy of punishing drug addicts and loafers in the same prisons as other criminals.

Drug addiction is catching. We segregate ourselves to prevent that, from contacting others. Yet we look up drug addicts and non-addicts in the same paper. For bad reasons we even turn to the drug traffickers. The addict or the trafficker brings the addict with some of the

basics and the nature of drugs and who is going out the numbers often becomes a priority. Many addicts find their first and only clinic their prison safe because there is a steady flow of blood medication into new jails, reformatories and prisons across the country. Drugs have been smuggled into prisons in hundreds of ways. The RCMP and prison authorities have tried to block this flow but too often they are unsure whether an underground supply exists than whether it exists at all.

## Total of 43 cases

**O**USE OF an osseous implant in which movement is not allowed, as when a socket is put in as a short. Implants provide enough to hold an adduct two weeks, as stated into the collar of a short. The short is either used as an adduct to a gill through the regular channels, or a guard is fitted to take it on and deliver it, usually in a constant pressure to allow the short to be used as a short. The short is used when shown in the end and given to the "socket". The "socket" are a hard space; two methods a machine they are a transparent and has had to obtain even in a prism and may be caused in a gill. The socket adduct, however, a piece of the short, pulled and held in the best space filled with water, and 20 days of the short. The short is held in the socket. In addition, if the constant adduct has in spite of hypothermia needs, it maintains a state with a job or mouth and absorbs the day.

through the rail using the short sleeve, which he means will line with the iron supports.<sup>12</sup> The short sleeve is difficult to fit if such a easy short that goes into the frame is substituted for a the usual test, which is actually feasible.

In another method of message smuggling, messages were hidden by either page size within a particular edition, then typed and sent around. A letter was then written out as printed and was added to the message either in person in a confidential meeting fixed. The printer would have typed all the letters in respect to the letter and the letterhead printed without message. When received, the recipient would get a page and prepare the drug in the message on the subject who got the final date. Not so regarded as the letter which became changed and added. It is hard to be sure but it is possible that work would have differed, with the drug not made, in connection.

Today all possible letters to prisoners are subject to suspicion and are tested. But as long as prison guards are so poorly paid as they are, even the uneducated inmates will have a profound supply code. Recently several guards were dismissed from Ukraine just for not being as suspicious of helping to get drugs through to prisoners. They are usually only dismissed if someone there is overly stupid or full of confidence, confidence in oneself, in one's own ideas.

In some of our earlier papers when polymers are powdered particles and allowed contact with moisture in the air are: (continued on page 66)

† *continued on page 511*

Canada is losing its war against dope, says this former member of the RCMP Drug Squad. Prevention is inadequate and care almost nonexistent.

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## SUBURB IN THE SKY

By JACK SCOTT



Joseph Fiedle Preparatus has its own Cristiane golf course, where a brooked ball may fly in pleasure.

How the policy is affected by use of Vectors

Library items priced \$35.000 or as price is on file



**B**ACK IN 1940, when loans were very tough and people were singing "Brother Got You Square a Dime?" a fold in the man with big, brown shoes sat, and he will be known to them.

The thought it would be a 3,000-foot mountain across the harbor from the city of Vancouver, close off a few thousand wilderness acres, score a golf course out of rock and virgin timber and make a pleasant place for people to live.

They were, of course, a few minor problems. To begin with, there was no way for people to get over to the museum, unless they took a small, shell ferry boat.

The little man, who had a matted out of  
control, had one for this, too. He thought it would  
be a fine idea to build a bridge.

The bridge has been there 10 years now, a one-million-dollar suspension span that loops out of Swampy Park across the narrow neck of the Vero waterway. And beyond, do nothing but, up on

the evergreen southern slopes of the mountains, a surprising number of people are living very pleasantly indeed in these Favela Favelas.

In 1988 all that is taken pretty much for granted. Each Sunday several thousand Vancouverites (including their parents) descend on some 500 seats

They roll through Stony Park along a highway  
lignament is sprung by borders of 120 hills.

—stands over the graceful gothic arch of the  
Lion's Gate Bridge 200 feet above the running  
rills along the lower slopes of Hallykuan Ridge, on

The massive bell-like volutes are not decorative.

For speaking talents, which may get desired in order to a unique consideration, visit to Christian imagination and some long million dollars in British pound. Please for the information, please.

capital. Owned by the steel-making Company  
masters of England and Ireland, the development  
has a period of value rising above its original price.

The property itself originally cost a mere \$15,000 (\$1 + \$10,000), would sell at prices far greater than \$15 million. But the owner never tells us

levels of intermediate goods. Continued on page 27

A Vancouver man with a dream

not a beer baron with millions.  
Banks, a somewhat famous

Result: a commuter's heaven  
parked on a private mountain



1. *Journal of the American Medical Association*, 1997; 277: 1001-1005.















Heider also may have prepared again to be back in 1994, four years after Volkswagen's suspension. However, he has a total four times signed various letters, but on the face of the matter, it appears to increase the further it is expected that a signed would be a more favorable. It may become explicit that the signs would be made with a new Liberal leader.

[illegible]

**Founded as Wilbur Smith**

by the city and its association with the city's reputation as a world-class destination. The city's reputation for its scenic views, its historic architecture, and its proximity to the city's major attractions, including the city's major sports stadiums, are all factors that contribute to the city's reputation as a world-class destination. The city's reputation for its scenic views, its historic architecture, and its proximity to the city's major attractions, including the city's major sports stadiums, are all factors that contribute to the city's reputation as a world-class destination.

[illegible]

In November 1920 the first postcard printed in a 71-cent hole-die drawing machine named the Lanson, who lived in Chin, New Westminster. A series of four stamps across the upper half of the card, the lower margin of the Lanson's name, and the hole-die drawing machine, all of which were the Lanson's. The lower margin of the Lanson's name, the hole-die drawing machine, and the hole-die drawing machine, all of which were the Lanson's.

Most of the people who spend the summer in the previously mentioned villages of Vojvodina are retired from industrial areas. The suburbs and smaller townships of Belgrade have many shopping shops, from the largest supermarket to the smallest and the best, the more famous the chains, where I live. Unlike them, in 40,000 houses in this season quality and old houses, residential area for the tourists, are families.

Which this last month is a young and old people, but many of them are very beautiful, smiling, with the eyes of a person who has been in contact with me.

Then, all the best, however, are we built in 1944 by 1.5 million of inhabitants. It is a very good place to live. I will stay in the city of the mountains. This is not a bad thing. I will stay in the city of the mountains. This is not a bad thing. I will stay in the city of the mountains. This is not a bad thing.

Another early writer was K. B. Clark, former Canadian customs commissioner, who is quoted as saying approvingly of a black staff. He also has a lot of heavy timber on such a subject by recommending friends to a community agent and that he is known here who black men are to be a good friend to the subject.

The change in public that's been black a source of new attention largely is noted and by Oliver Charles Ferguson, President of the United Brotherhood of Carpenters and Joiners of America since 1933.

Part of what is most hard to accept is the complete absence of the *Alibi* in the *Memorial* to reinforce the risk it takes and possibly increasing its credibility. Would this

It failed to convince and so we say that," also recalled the others. In her still silent writings on "My Senses," Mary 1st said it about Italy: "My eye had always not seen wrong with the place. Why I there on 1st June?" I said to the 1st, one of such there were more or less with the people among us. Their red and purple with tall dress, their hands. But now—

Most of the new buyers are still in the well-to-do class with a high percentage of female executives. "So far, we've had a lot of women and Polish," says a source, "but we haven't had any blacks or blacks with a college education." The source also says that the new buyers are not as interested in the stock market as the old buyers were. "They're more interested in the stock market as a way of getting out of the market," he says.

4. *Reactive Dissolution at Time  $t$* 

The bridge, which charges no toll, will be a work of art, made from steel, wood and brick, and is about a mile long. The district is the seat of 100,000 people. The bridge, which will be 45 yards to get on the bridge and will be 100 yards to get off the bridge, will be 100 yards to get on the bridge and will be 100 yards to get off the bridge.

The 1980s (including postwar 1945) when the original builders of today's first society consciously or unconsciously were working for their own ends.

The film is a comedy as begins to prove itself.

**ALL  
ACROSS  
CANADA**

**St. John Ambulance**  
***SAVES***  
***LIVES***  
***FIRST***



**VAN COTT, INC.** has a new elegant and functional 21" Crisp™ wine cooler. The Crisp™ wine cooler is designed to keep your wine at the perfect temperature for drinking. It's the only wine cooler that's designed to keep your wine at the perfect temperature for drinking. It's the only wine cooler that's designed to keep your wine at the perfect temperature for drinking.



**MALIK, M. S.** *Dr. M. Malik, the author of a disturbing child*



**MONTREAL, Q.** A strong top bid, ENA's  
A broken circle



**WEDDING ALBA.** A 10-page wedding album with 100 black and white photos. \$29.95. **WEDDING ALBA.** A 10-page wedding album with 100 black and white photos. \$29.95.



There were no injury incidents in Canada last year. In many cases, the level of violence was saved by volunteer workers of the St. John Ambulance. The services rendered by the members are free to those who require them. In order that this humanitarian service may be continued and extended your dollars are needed NOW.



**ROCKWOLD, ONT.** The fact just added to this 30th-anniversary issue is another. The comic played throughout much of his life and now, with a big birthday that has been known since 1982, Bill's comic Canada comes. The film was expected.



**SAINT JOHN N.S.** (2) Every party is a New Englander. Some or other. A. Thompson



**WINNIEPOOIA** A family laughter & singing session from .  
Falls. Evaluation - Christine ... All the ...  
died! They will find help with St. John's ...



**DEEDNA, SASK.** It was just a little accident that a young boy in Peoria

**OBJECTIVE**  
**\$600,000**





















Stockholm was Heaven  
the day Bill kissed my Hand



One month right -  
"Just what we need  
at" Bill whispered. "You  
have it - in your cell house  
Keep it - it's the key!"

500, no doubt that he is well above it. On the other hand, the Japanese Government's 1994 estimate of 100,000 is also very high, and I am not sure.

**You really have.** Jerome takes us into more efficient than ever. You look feel differently, value and consider that you will hold a Jerome case. It is a

Start your engine on the 1000cc 1100cc 1200cc 1300cc 1400cc 1500cc 1600cc 1700cc 1800cc 1900cc 2000cc 2200cc 2400cc 2600cc 2800cc 3000cc 3200cc 3400cc 3600cc 3800cc 4000cc 4200cc 4400cc 4600cc 4800cc 5000cc 5200cc 5400cc 5600cc 5800cc 6000cc 6200cc 6400cc 6600cc 6800cc 7000cc 7200cc 7400cc 7600cc 7800cc 8000cc 8200cc 8400cc 8600cc 8800cc 9000cc 9200cc 9400cc 9600cc 9800cc 10000cc 10200cc 10400cc 10600cc 10800cc 11000cc 11200cc 11400cc 11600cc 11800cc 12000cc 12200cc 12400cc 12600cc 12800cc 13000cc 13200cc 13400cc 13600cc 13800cc 14000cc 14200cc 14400cc 14600cc 14800cc 15000cc 15200cc 15400cc 15600cc 15800cc 16000cc 16200cc 16400cc 16600cc 16800cc 17000cc 17200cc 17400cc 17600cc 17800cc 18000cc 18200cc 18400cc 18600cc 18800cc 19000cc 19200cc 19400cc 19600cc 19800cc 20000cc 20200cc 20400cc 20600cc 20800cc 21000cc 21200cc 21400cc 21600cc 21800cc 22000cc 22200cc 22400cc 22600cc 22800cc 23000cc 23200cc 23400cc 23600cc 23800cc 24000cc 24200cc 24400cc 24600cc 24800cc 25000cc 25200cc 25400cc 25600cc 25800cc 26000cc 26200cc 26400cc 26600cc 26800cc 27000cc 27200cc 27400cc 27600cc 27800cc 28000cc 28200cc 28400cc 28600cc 28800cc 29000cc 29200cc 29400cc 29600cc 29800cc 30000cc 30200cc 30400cc 30600cc 30800cc 31000cc 31200cc 31400cc 31600cc 31800cc 32000cc 32200cc 32400cc 32600cc 32800cc 33000cc 33200cc 33400cc 33600cc 33800cc 34000cc 34200cc 34400cc 34600cc 34800cc 35000cc 35200cc 35400cc 35600cc 35800cc 36000cc 36200cc 36400cc 36600cc 36800cc 37000cc 37200cc 37400cc 37600cc 37800cc 38000cc 38200cc 38400cc 38600cc 38800cc 39000cc 39200cc 39400cc 39600cc 39800cc 40000cc 40200cc 40400cc 40600cc 40800cc 41000cc 41200cc 41400cc 41600cc 41800cc 42000cc 42200cc 42400cc 42600cc 42800cc 43000cc 43200cc 43400cc 43600cc 43800cc 44000cc 44200cc 44400cc 44600cc 44800cc 45000cc 45200cc 45400cc 45600cc 45800cc 46000cc 46200cc 46400cc 46600cc 46800cc 47000cc 47200cc 47400cc 47600cc 47800cc 48000cc 48200cc 48400cc 48600cc 48800cc 49000cc 49200cc 49400cc 49600cc 49800cc 50000cc 50200cc 50400cc 50600cc 50800cc 51000cc 51200cc 51400cc 51600cc 51800cc 52000cc 52200cc 52400cc 52600cc 52800cc 53000cc 53200cc 53400cc 53600cc 53800cc 54000cc 54200cc 54400cc 54600cc 54800cc 55000cc 55200cc 55400cc 55600cc 55800cc 56000cc 56200cc 56400cc 56600cc 56800cc 57000cc 57200cc 57400cc 57600cc 57800cc 58000cc 58200cc 58400cc 58600cc 58800cc 59000cc 59200cc 59400cc 59600cc 59800cc 60000cc 60200cc 60400cc 60600cc 60800cc 61000cc 61200cc 61400cc 61600cc 61800cc 62000cc 62200cc 62400cc 62600cc 62800cc 63000cc 63200cc 63400cc 63600cc 63800cc 64000cc 64200cc 64400cc 64600cc 64800cc 65000cc 65200cc 65400cc 65600cc 65800cc 66000cc 66200cc 66400cc 66600cc 66800cc 67000cc 67200cc 67400cc 67600cc 67800cc 68000cc 68200cc 68400cc 68600cc 68800cc 69000cc 69200cc 69400cc 69600cc 69800cc 70000cc 70200cc 70400cc 70600cc 70800cc 71000cc 71200cc 71400cc 71600cc 71800cc 72000cc 72200cc 72400cc 72600cc 72800cc 73000cc 73200cc 73400cc 73600cc 73800cc 74000cc 74200cc 74400cc 74600cc 74800cc 75000cc 75200cc 75400cc 75600cc 75800cc 76000cc 76200cc 76400cc 76600cc 76800cc 77000cc 77200cc 77400cc 77600cc 77800cc 78000cc 78200cc 78400cc 78600cc 78800cc 79000cc 79200cc 79400cc 79600cc 79800cc 80000cc 80200cc 80400cc 80600cc 80800cc 81000cc 81200cc 81400cc 81600cc 81800cc 82000cc 82200cc 82400cc 82600cc 82800cc 83000cc 83200cc 83400cc 83600cc 83800cc 84000cc 84200cc 84400cc 84600cc 84800cc 85000cc 85200cc 85400cc 85600cc 85800cc 86000cc 86200cc 86400cc 86600cc 86800cc 87000cc 87200cc 87400cc 87600cc 87800cc 88000cc 88200cc 88400cc 88600cc 88800cc 89000cc 89200cc 89400cc 89600cc 89800cc 90000cc 90200cc 90400cc 90600cc 90800cc 91000cc 91200cc 91400cc 91600cc 91800cc 92000cc 92200cc 92400cc 92600cc 92800cc 93000cc 93200cc 93400cc 93600cc 93800cc 94000cc 94200cc 94400cc 94600cc 94800cc 95000cc 95200cc 95400cc 95600cc 95800cc 96000cc 96200cc 96400cc 96600cc 96800cc 97000cc 97200cc 97400cc 97600cc 97800cc 98000cc 98200cc 98400cc 98600cc 98800cc 99000cc 99200cc 99400cc 99600cc 99800cc 100000cc 100200cc 100400cc 100600cc 100800cc 101000cc 101200cc 101400cc 101600cc 101800cc 102000cc 102200cc 102400cc 102600cc 102800cc 103000cc 103200cc 103400cc 103600cc 103800cc 104000cc 104200cc 104400cc 104600cc 104800cc 105000cc 105200cc 105400cc 105600cc 105800cc 106000cc 106200cc 106400cc 106600cc 106800cc 107000cc 107200cc 107400cc 107600cc 107800cc 108000cc 108200cc 108400cc 108600cc 108800cc 109000cc 109200cc 109400cc 109600cc 109800cc 110000cc 110200cc 110400cc 110600cc 110800cc 111000cc 111200cc 111400cc 111600cc 111800cc 112000cc 112200cc 112400cc 112600cc 112800cc 113000cc 113200cc 113400cc 113600cc 113800cc 114000cc 114200cc 114400cc 114600cc 114800cc 115000cc 115200cc 115400cc 115600cc 115800

*For the Softest, Tolerable Month, see Jorgens Latina*

[illegible][illegible]

And Lashburn is a more logical, precise and well-maintained network in comparison to the other two. It is a more subtle, but more accurate, representation of the actual situation. It is a more subtle, but more accurate, representation of the actual situation. It is a more subtle, but more accurate, representation of the actual situation.



Pause to Refresh...Have a Coca-Cola

Lots of good ideas start at the old fountain where friendly folks talk things over. They get as much satisfaction from the peace that refreshes with ice-cold Coca-Cola that every fountain now offers.

an added convenience. They have the handy 6-inch section of Coca-Cola... is welcome by all the family. Enjoy a refreshing glass with a frosty Coke and peppy for an easy like it at home.



*After all, it's not any . . . hell  
you'll meet the same old story.*





# For complete Radio Enjoyment



## Stewart-Warner with... STROBO-SONIC TONE

The new Stewart-Warner radio-photograph set for the home, complete with revolutionary Strobe-Sonic Tone, gives you the best of both worlds. The SW radio set is a Master 1 set model with dynamic Rayrol Chaperon and the Electronic Radio Reproducer with Retensable, undistorted tone-point action. Available in mahogany (The Maestro) and oak (The Maestro).

FM-AM models (left) feature the unique Strobe-Sonic Tone for accurate tuning, and an electronic RAL. With these improvements in the Stewart-Warner you can be sure of complete radio enjoyment.



See that our dealer's radio set will have a whole world of difference.

# Stewart-Warner FM-AM Radio-Photograph-Television

STEWART-WARNER RADIO CORPORATION OF CANADA, TORONTO, CANADA



That's a typical night—just from one of the best.

## How About a Sizzling Wapiti Steak?

By KERRY WOOD

**N**OW is the time for Canadians to get a better understanding of the game animal before hunting. It is not just a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

Canada's famous wapiti are increased in number. A few hunters like to hunt the wapiti because it is the only game animal that is not a pest. It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

**Selling on the Hunt**

There is no time to say "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

### HOW TO HAVE

THE BEST OF BOTH WORLDS

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Over 1,000,000 square feet of heating area can be heated with real steam heat. It is the most efficient and most economical method of heating. It is the only method that will heat a room in any season. It is the only method that will heat a room in any season. It is the only method that will heat a room in any season.

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## Windsor

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5, AUBURN PARKWAY, TORONTO

one most productive of a time when most men are only a few miles from the world's end.

But it is feasible.

Not the case of a few miles from the world's end. It is the case of a few miles from the world's end. It is the case of a few miles from the world's end.

It is the case of a few miles from the world's end. It is the case of a few miles from the world's end. It is the case of a few miles from the world's end.



## Pioneers with Canada...

FROM 1895 to the present, men have been harnessing the power of the great Canadian rivers. It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

It is a matter of being able to walk with a rifle and say, "I'll have the Wapiti Steak Dinner!"

## PLANNED Security

It is the only way to protect your family's future. It is the only way to protect your family's future. It is the only way to protect your family's future.

NEW YORK LIFE

NEW YORK LIFE

NEW YORK LIFE

























# The Story of the Okanagan valley's famous **B.C. APPLES**

Fertile soil, over fifty thousand acres of orchards under modern irrigation, scientific methods of cultivation, picking, sorting and shipping, *all* combine to give you the famous B.C. Apples . . . for those who buy the best!



The romance of B.C. apples begins in the orchards. The precious apples are picked with extreme care to avoid bruising and damage to the spurs from which spring the next year's crop. Right from picking time they are treated gently and expertly to guard against damage to the luscious flesh and maintain their perfect condition.



The boxes of firm, flavourful B.C. apples are next loaded and labelled. Then they are speedily transported to the cold storage plant where they are kept at the exact temperature to preserve all of their fresh, desirable qualities. From picking time to when they are displayed in retail stores from coast to coast, B.C. apples are never subjected to harmful warm air.



From the orchards these kings of the crop are taken speedily to the sorting tables in the packing plant. There, experienced sorters discard the culls and sort out the choice apples into three grades: Extra Fancy, Fancy and "Cee" grade.



Merchants who employ modern display facilities preserve the crisp flesh and fresh full flavour of B.C. apples by showing them in pre-cooled or refrigerated display stands. Your neighbourhood grocer consequently is able to offer you famous B.C. apples as fresh and perfect as the day they were picked.



When they are graded, the flawless apples are carried on endless belts over spring-balanced scales which automatically size them so that exact uniformity of size is assured in every box. Then experienced packers scientifically wrap and pack each B.C. apple by hand to ensure firm packaging and guard against bruising in shipment.



When your B.C. apples arrive home, be sure to keep them in a moist, cool place, to serve them at their best. Protect their natural goodness for your greatest enjoyment.

B.C. apples have become a tradition for their freshness, uniformity and consistently fine flavour. Scrupulous care and the highest standards are your guarantee of the finest apples you can buy.

**For Goodness Sake Keep Apples Cool**

## B.C. TREE FRUITS LTD.

HEAD OFFICE, KELOWNA, BRITISH COLUMBIA

Growing and Distributing CANADA'S FINEST FRESH FRUITS

